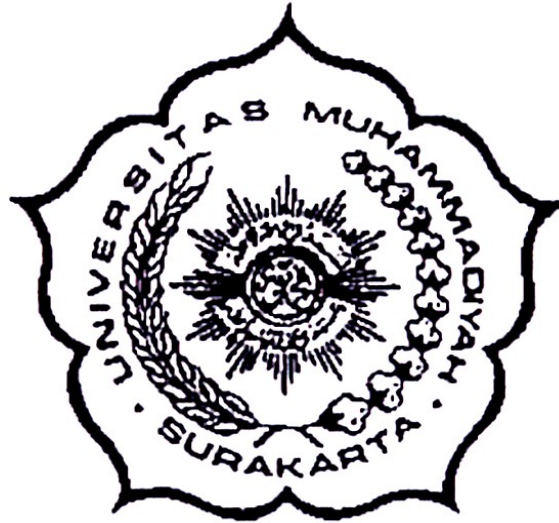


**LANGUAGE, IDEOLOGY AND POWER RELATION REFLECTED IN THE
EDITORIALS NEWS OF *THE JAKARTA POST* AND *THE JAKARTA GLOBE***



RESEACH PAPER

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CHAPTER I

INTRODUCTION

A. Background of the Study

The Jakarta Post and *The Jakarta Globe* are English mass media have rich information about Indonesian event and international event. Beside that it's contain education, recreation and advertisement or advertisement. *The Jakarta Post* has own identity, also *The Jakarta Globe* has own feature.

The Jakarta Post is the first daily newspaper which is exists in Indonesia. It is famous as the largest English newspaper in Indonesia encompassed national and international news. Ali Murtopo and Jusuf Wanandi -the ministry of information launched a daily English language newspaper *The Jakarta Post* on 25th April 1983 which represents *Suara Karya* a newspaper by Golkar party. *The Jakarta Post* has aimed to make English newspaper qualities. The owner is PT Bina Media Tenggara. *The Jakarta Post* was launched on 25 April 1983 with eight pages about Russian activity. The newspaper firstly was printed around 50.000 exemplars and was successful sold for 5.474 exemplars.

The Jakarta Globe is a daily English language newspaper in Indonesia which is launched on 12 November 2008. The owner of this newspaper is PT Jakarta Globe Media. The content of papers averages 48 pages and published

Next reason is because the readers of *The Jakarta Post* and *The Jakarta Globe*. The readers of both newspapers are from middle until upper class of economy and education. Either *The Jakarta Post* or *The Jakarta Globe* are elite newspapers. The price of both newspapers symbolizes those newspapers as elite newspapers. Those are sold in expensive price. The middle until high class society are able to consume it.

Last reason is because the use of language in those newspapers. Those newspapers use English language that cause the ones who have good capability in English meaning can read and understand the newspapers such as academic and foreigners.

The Jakarta Post was launched in 1982 by Ministry of information Ali Murtopo and Jusuf Wanandi. It is under license No. 179 / SK / Menpen / SIUPP/ A.6 / 1986 Adj. No. 546/ Ditjen PDG / K / 992. The owner is PT. BINA MEDIA TENGGARA. The paper consist of 35 pages a day and is published from Sunday to Saturday. The website of this newspaper is www.thejakartapost.com which provides same news in printed form. The Jakarta Post has primary aim to made English language newspaper in Indonesia which has high quality and provide an Indonesian perspective about western dominated news and views.

The Jakarta Globe was launched on November, 12th 2008 by the owner of PT. Jakarta Globe Media. It has 48 pages a day and is only published Monday to Saturday. The news could find in website by clicking

www.thejakartaglobe.com. The Jakarta Globe has primarily aim to bring objective, entertaining news and infotainment.

The characteristics of both newspapers are different in the editorial staffs that influence how the news is written, designed, supported media, and the days published. Those differences make each newspaper has its own characteristic and becomes identity of each newspaper.

The Jakarta Post newspaper has several editorial staff such as chief editor, deputy chief editors, managing editors, editor for editorial page, senior editors, general manager of marketing and general manager of finance and administration. *The Jakarta Post* provides all information about event in Indonesia daily. The contains of this newspaper are: national event, opinion, archipelago, world, business, city, reader's forum, sports, and entertainment. *The Jakarta Post* is published by PT. BINA MEDIA TENGGARA at Palmerah Barat No. 142-143, Jakarta 10270. Next characteristic it is designed in classic broad broadsheet the newspaper uses dark paper, combination of bright colour, and bold photo. Then, *The Jakarta Post* has supported media such website, email, fax and phone number. The day publishing is from Sunday to Monday.

The other newspaper which is published in English language edition is *The Jakarta Globe*. The editor staffs of *Jakarta Globe* are publisher, president, chief executive officer, chief editorial adviser, editor in chief, deputy editor, news editor, news editor, opinion page adviser, board of

editorial advisers, advertising sales, and circulation. *The Jakarta Globe* comprises of four categories divided into news and opinion, business, sport, life and times. *The Jakarta Globe* is published by PT. JAKARTA GLOBE MEDIA at Kawasan bisnis granadha, plaza semanggi 9th floor, Jl. Jend. Sudirman Kav.50, Karet Semanggi, Jakarta 12930. The newspaper is designed in narrow broadsheet and easy to read page width, combination bright colour parlette and bold picture usage. The supported media of this newspaper are website, email, fax, phone number, facebook, twitter, myspace, plurk, friendster and multiply. Then, the publishing day is from Monday to Saturday, so in Sunday The Jakarta Globe is not published.

News is one of written discourse example that has linguistic content utterances and has function to share information and current events. Tuchman (1978) characterizes news as an institutional method of making information to consumer by being located, gathered, and disseminated by professional person in mass organization.

News in the newspaper is presented more detail than news in television, radio station broadcast, and online news broadcast. It occurs because news in newspaper is in written form that is why the stories are more complex, longer and easy to catch up. Beside that, there is certain reason in deciding certain news as headlines news.

To discourse analysts, 'discourse' means actual instances of communication in the medium of language, while 'discourses,' in the plural,

are conventional ways of talking that create systems of ideology, sets of beliefs and habitual action (Johnstone 2002).

The material in discourse analysis can be expressed in spoken or written discourse, usually refers to text. According to Fairclough (1997:4) “a text is traditionally understood to be a piece of written language – a whole ‘work’ such as a poem or a novel, or a novel, or a relatively discrete part of a work such as a chapter”. He also defines in broader conception in discourse analysis that a text is mainly understood as written or spoken language. Lemke (in Wodak) defines text as the concrete realization of abstract forms of knowledge (“discourse”). Wodak (2001) defines that discourse is viewed as form of knowledge and memory and text is illustrate concrete oral utterances and written documents.

Headlines news is describing the biggest news of the day. The headline news generally is written in different ways from other form of news in a newspaper. It is located in first page of the newspaper that make readers read it first.

One of the principles of the editor is deciding the use of language to be expediency of publishing. Language according to Taiwo (2007) “is no longer seen as merely reflecting our reality, but as central to creating reality”. In addition Fiske, 1994; Fowler, et.al. 1979 (in Taiwo) defines that words are never neutral, they carry the power that reflects the interests of those who speak or write. The phenomena of language in the newspaper has main role in making the issue to the reader in reading newspaper, and the readers will read

the newspaper from the headlines. In this case, it is suitable with Rivers and Mathews (1994:43) stated “almost 98% from all readers read the news of information from the cover”.

Beside that, in writing the news there is reason in deciding the use of word or deciding the diction in order to make the intended meaning. The relation to choose the word is there is message that will be delivered to the reader. Implicitly, the uses of words in writing the news are based on some reasons.

Based on the previous reason the writer will observe *The Jakarta Post* and *The Jakarta Globe* by using Critical Discourse Analysis by Teun Van Dijk. So, the writer is expected to analyze **LANGUAGE, IDEOLOGY AND POWER RELATION REFLECTED IN THE HEADLINES NEWS OF THE JAKARTA POST AND THE JAKARTA GLOBE.**

B . Previous Study

The writer chooses *The Jakarta Post* and *The Jakarta Globe* because they are very interesting to be analyzed. As long as the writer knows, there is no researches that has been analyzed headline news of *The Jakarta Post* and *The Jakarta Globe* using Critical Discourse Analysis, especially in Muhammadiyah University of Surakarta and Sebelas Maret University of Surakarta, but the writer presents the previous studies that have been conducted by some experts dealing with the Critical Discourse Analysis.

The first research related to this study was conducted by Eriyanto (2001) His research entitled “*Analisis Wacana*” focusing on critical discourse analysis. He differentiates discourse analysis into three categories, those are: 1) positivist- empirics discourse analysis, 2) constructivist discourse analysis, 3) critical discourse analysis.

The second research is journal by Teun Adrianus Van Dijk (1995) entitled “*Discourse Semantics and Ideology*”. He examined how semantic structures of discourse are monitored by underlying ideology in opinion article of The New York Time and The Washington Post. The data are based on the selection of 5750 editorial and opinion-editorial.

The third journal is also by Teun Adrianus Van Dijk (2006). The journal entitled “*Discourse and Manipulation*” analyzes manipulation as a form of social abuse, cognitive mind control and discursive interaction used triangulated approach. He found that manipulation involves enhancing the power, moral superiority, and credibility of the speaker.

The last research was carried out by Indi Aunullah (2006) entitled “*Language and Symbolic Power of the Thought of Pierre Bourdieu*”. He uses philosophy language as an approach. The research is known that linguistic practices are produced by habitus and always occur in a field that has a specific linguistic evaluation scheme.

In addition, the previous researches as become references. This research analyzes the language, ideology, and power relation reflected in the

headlines news of *The Jakarta Post* and *The Jakarta Globe* using Critical Discourse Analysis especially using Van Dijk framework.

C. Problem Statement

The problem that will be studied in this research is how language use relates to ideology and power relation reflected in the headlines news of *The Jakarta Post* and *The Jakarta Globe*.

D. Limitation of the Study

To carry out the study, the researcher needs to limit the study. The researcher is going to analyze language, ideology, and power relation reflected in the headlines news of *The Jakarta Post* and *The Jakarta Globe* based on Critical Discourse Analysis using Van Dijk framework.

E. Objective of this Study

In carrying the research, the writer formulates the objective of the study as follows:

1. To analyze the structural elements of the headlines news.

- 2 . To identify the relation between language use, ideology and power relation.

F . Benefit of the Study

The writer hopes that this research deals with Critical Discourse Analysis especially the headlines news reflected in the headline news of *The Jakarta post* and *The Jakarta Globe*, has some benefits as follows:

1 . Theoretical benefit

The readers and other researchers can use this study as an additional reference.

2 . Practical benefit

- a . This study gives contribution to the knowledge of critical discourse analysis study.
- b . It can give more information about critical discourse analysis which analyzes language, ideology, and power relation reflected in the headline news of *The Jakarta Post* and *The Jakarta Globe*.

G. **Research Method**

This research divides into five subparts, namely: type of the study, object of the Study, data and data source, technique of data, and technique data analysis.

1. Type of the Study

The type of study conducted by the writer is descriptive qualitative research, Moleong (1983:3) affirms that “qualitative research is a type of research which results the descriptive data in the form of written or oral from people or behavior that can be observed”. So, the researcher analyzes the language, ideology and power relation reflected in the headlines news of *The Jakarta Post* and *The Jakarta Globe* using Teun Van Dijk framework .

2. Object of the Study

The object of the study is headlines news in *The Jakarta Post* and *The Jakarta Globe* which were published in December 2009, containing 54 headline news. The headlines of December 2009 provide biggest information such as Century Bank scandal, Christmas, and corruption headline news.

3. Data and Data Sources

Dealing with research method, there are two points that need to be involved as follows:

a. Primary Data Source

The primary data source of the study is the headlines news of *The Jakarta Post* and *The Jakarta Globe* published in December 2009.

b. Secondary Data Source

The secondary data are taken from other sources which are related to the primary data that support the analysis. Those are books and virtual references.

4. Techniques of collecting Data

The methods of data collection in this study that the writer uses are the documentation and observation technique. It is the technique in getting the data about the case or available note, transcription, book, magazine and newspaper (Arikunto, 1998:149). The writer collects the headlines news of *The Jakarta Post* and *The Jakarta Globe* published in December 2009. The techniques used in observing data are:

- a. Reading and identifying headline news of *The Jakarta Post* and *The Jakarta Globe*. 2)
- b. Arranging the headlines news based on the edition series.

- c. Arranging the headlines news based on thematic structure and surface structure.

5. Techniques for analyzing the data

The data of this research will be analyzed by using the descriptive qualitative. The writer analyzes the headlines news on the language, ideology and power relation reflected on *The Jakarta Post* and *The Jakarta Globe* by using Van Dijk framework. The steps in analyzing the data are as follow:

- a. Arranging the headlines news based on the edition series
- b. Arranging the headlines news based on thematic structure and surface structure.
- c. Describing the structural elements that configured the discourse of headline news of *The Jakarta Post* and *The Jakarta Globe*. The structural element consists of macrostructure, superstructure and microstructure.
- d. Describing and analyzing the ideology and power relation by using social cognition, context and historical background.
- e. Making conclusion and suggestion based on the data analysis.

H. **Research Paper Organization**

To enable the writer arranges the research and to make it easy to understand, the writer divides it into five chapters. Chapter I is introduction. It deals with background of the study, previous study, problem statement, limitation of the study, objective of the study, benefit of the study, research method and research paper organization. Chapter II presents underlying theory that consists of the notion of critical discourse analysis, structural element, theoretical concept, and theoretical application. Chapter III is structural analysis. In this chapter, the writer explains the structural elements, which include macrostructure, superstructure, and microstructure. Chapter IV deals with the analysis of language, ideology, and power relation by using Van Dijk framework. Finally, the writer presents conclusion and suggestion in the chapter V. This chapter consists of the research conclusion and is completed by suggestion to make the research better